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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

fcc

92-254

January 6, 1993

Dr. Linda Klein
1032 S. Boulder Rd, Ste 205
Louisville, CO 80027

Dear Dr. Klein:

Thank you for your letter regarding Matthew Noah's advertisement, and we are sorry for the delay in responding to your letter.

K*USA cannot deny time to a political advertiser as a means of censorship. In addition, we cannot exercise control over the content of political material in any way. Of course, this places K*USA in an awkward position, as this advertisement in no way conforms to our standard advertising guidelines.

We appreciate your comments and understand your concerns. A copy of your letter has been forwarded to the FCC. We hope you will continue to watch K*USA as we work to serve our community's needs.

Sincerely,

Cathy McDonald

Cathy McDonald
Programming

Louisville Chiropractic HEALTH CENTER

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

KUSA / Channel 9

Program Dir. / Manager:

Please be advised that as a human being, a mother, a professional and media watcher and reader. I was quite appalled at Matt Noah's advertisements on TV showing dead fetuses. It is so obvious that these are almost full term fetuses, not fetuses that represent 91% of all abortions which are in the first trimester.

His ads are disgusting and worst of all, terribly misleading. My child was watching TV when this came on and was horrified. I had to explain that this baby was the result of some very real problem that happened to a mom very late in her pregnancy, not when women usually have abortions.

The content is questionable in these ads as they may even be outright lies, possibly late term stillbirths. Matt Noah shows the kind of person he actually is, a very low one by running these ad's. Actually I'm surprised that the FCC allows this, or that your station would allow it.

Linda Klein

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FEDERAL COMMUNICATIONS COMMISSION
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9-KUSA
Gannett Productions Services
1089 Bannock
Denver, Co. 80204

Dear KUSA:

I think it is terrible of you to air the anti-abortion campaign ads that show dead fetuses and body parts. How many of these pictures are that of miscarriages-spontaneous abortions, medical abortions or still births?

No matter what time you air these ads I find them offensive and most likely a gross misrepresentation of the issue of abortion. I don't think children should see these ads and I don't appreciate having to view them especially during the dinner hours.

This is not an issue of my being squeamish as I am a Respiratory Therapist and in my 17 years of practice I have seen most every thing during my career.

Sincerely,



Jill Kruger
2722 East Av.
Rifle, Co. 81650

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11-4-92

FEB - 5 1993

Dear Managers,

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Please consider this letter a formal complaint against the T.V. ads you've shown featuring aborted fetuses. They are too graphic for young viewers, and they are insensitive and dishonest. I believe the ads should be removed, or, at the very least, be played only after 9PM when young children are in bed.

Thank you,

Leslie W. Crowley
teacher and mother of two

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Program Director
Channel 9, KUSA

To whom it may concern,

The Supreme Court allows your decision to keep Mr. Noah's indecent commercials out of prime time and you decide to run them anyway. Why not show police photos of raped women & dead people too? Look, you have the sole responsibility on these matters, no one else. Obviously the fascist Christian right has a tight hold on you, or maybe you are the Christian right? Anyway, I'm getting rid of my TV. I don't need my family exposed to this kind of crap, & you obviously don't care who's exposed to what as long as you're off the hook. Watch out for the coming backlash tho, people don't forget this type of thing.

Yours.

W Rose

owner -

FAHRENHEIT'S BOOKS
38 BROADWAY
DENVER, CO 80203

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

November 5, 1992

KUSA, Channel 9
500 Speer Blvd
Denver CO 80217

Dear KUSA Directors:

I am writing in regards to the advertising that I recently viewed on my television in my own home. The ads are those run by Matt Noah. I cannot understand why a person must view such things in an advertisement. If I was to rent a movie and wished to view a western blow 'em up movie, that would be my choice, but to have to be personally subjected to such pitiful pictures that are out of my control is outrageous. Example: my television is on and tuned to Channel 9, KUSA and I need to use the restroom. Under normal circumstances I would get up and go. Now I have the fear of resuming my couch potato position, only to return just in time to view one of Mr. Noah's disgusting advertisements. I did not wish to see this, I do not think I should have to, and to think that I should have to watch my television every moment to make sure that one of these ads does not appear is asinine. My other option would be to change the channel.

I watch KUSA for entertainment, I enjoy your informational shows and you are on a time schedule I appreciate. I enjoy your 10 p.m. news. I do not enjoy your Matt Noah advertising allowances and take offense to such advertising. I am an average person and feel betrayed that these types of "pictures" are allowed to be aired on any television station. I feel stricter guidelines should be used for such advertising. Television is suppose to be informational and entertaining. I don't see where Mr. Noah's ads are either. Provide the public with the information he wishes us to have, but don't make us sick.

Obviously the Political Programming Branch of the FCC has allowed this type of advertising to be put on television, but a little pressure from the public and a veto from you would help this situation. I have done my part, I am protesting this type of advertising. Hopefully, if we all work together, the needed message will be heard, this type of advertising should be banned and/or prohibited. Whatever side of the abortion issue a person chooses to be on has nothing to do with what they may be subjected to view on television.

Thank you for your time and I hope some results are seen very soon.

Sincerely,



Deb Jordan
Box 1223
Eagle CO 81631-1223

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

To: KUSA/ Channel 9

RE: Matt Noah Advertisements.

As a supporter of Planned Parenthood, a woman, an aunt, a friend of several women who have had abortions and most importantly - as a human being I found his ad pathetic.

I understand somewhat your need, and I respect your desire, to present both sides of the picture. Matt Noah was a man without a mission & certainly no abilities to represent a diverse population.

If you are keeping track of responses to Mr. Noah's ads, I would put me in the "No on Noah" category.

Thank you.

P.S. I think
Channel 9 is the
Best station in Denver!

Liz McGovern
11517 Galapago St #1001
Denver, CO 80204

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FEDERAL COMMUNICATIONS COMMISSION
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To whom it may concern:

I am a Denver resident and parent. I am writing to you to complain about the dishonest, insensitive campaign ads televised by Matt Noah. I am strongly pro-choice, not because I am for abortion, but because I am against the government legislating abortion, or any other forms of ethics and morality. I believe that there is much, much more to raising a good citizen and giving a child a loving and supportive life than just the physical act of giving birth. Only the parents of a child can know what or how they can provide for that child. And, until anti-abortionist factions fund adequate care for every child born in this country, I do not believe that they should even try to make decisions for the parents of any of those children.

For a man, supposedly concerned with quality of life, or even just life itself, Mr. Noah showed incredible insensitivity to air his commercials during times that young children, those he claims he wants to protect, would see them. They were also clearly misrepresentative of the 91% of abortions performed in the United States, which are first trimester abortions, not as nearly full term as were many of the fetuses used in Noah's ads.

My daughter saw two of his supposed "commercials" and was truly disturbed and distressed that such an awful thing could be even allowed on public broadcasting. I am, my daughter is, and, hopefully, many, many other people are just appalled at this disgraceful advertising. The commercials are trying to make us, as the viewers of the advertising, "appalled" by abortion; but, I still feel that if this man values life and children, he should not want children, such as mine, having nightmares about his vulgar advertising. His approach is absolutely repulsive.

Sincerely,

Jane J. Jentler
2270 Duxton
Denver 80207

303-377-9650

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FEDERAL COMMUNICATIONS COMMISSION
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KUSA/Channel 9
Programming Department:

In writing to protest
the airing of the ads for
Matt Nook's campaign for
political office. These were
misrepresentative and insen-
sitive. Whatever the FCC regu-
lations, this was in extremely
questionable taste and truth-
fulness. Where is 'truth in
advertising'? Thanks for con-
sidering this comment.

Juan Smith
1150 Glencoe
Denver 80220